

# € TRAINING

Management and Leadership Principles



23 - 27 December 2024  
Casablanca (Morocco)  
New Hotel



# Management and Leadership Principles

REF: M2412 DATE: 23 - 27 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This program is a comprehensive training program designed to provide participants with a solid foundation in the fundamental principles of effective management and leadership. Through it, participants will develop the knowledge and skills needed to excel in leadership roles within an organizational context.

## Program Objectives:

At the end of this program, participants will be able to:

- Understand Management Fundamentals.
- Develop Leadership Skills.
- Create High-Performing Teams.
- Implement Strategic Planning and Execution.
- Evaluate Organizational Performance.

## Targeted Audience:

- Current and aspiring managers looking to enhance their leadership skills and effectiveness.
- Supervisors and team leaders seeking to develop a strong foundation in management principles.
- Professionals transitioning into managerial roles for the first time.
- Executives and senior leaders interested in refreshing their understanding of fundamental management concepts.

## Program Outline:

### Unit 1:

#### Fundamentals of Management and Leadership:

- Understanding the Role of a Manager and Leader.
- Key Principles of Effective Management.
- Theories and Models of Leadership.

- Distinguishing Between Management and Leadership.
- Assessing Personal Leadership Styles.

## Unit 2:

### Leadership Skills Development:

- Communication Skills for Leaders.
- Decision-Making and Problem-Solving Techniques.
- Conflict Resolution and Team Collaboration.
- Analytical Thinking and Critical Reasoning.
- Effective Public Speaking and Presentation Skills.

## Unit 3:

### Building High-Performing Teams:

- Team Formation, Dynamics, and Roles.
- Motivation and Employee Engagement Strategies.
- Performance Management and Feedback.
- Stages of Team Development.
- Creating a Positive Workplace Culture.

## Unit 4:

### Strategic Planning and Execution:

- Developing and Implementing a Strategic Plan.
- Aligning Goals and Objectives with Organizational Vision.
- Resource Allocation and Budgeting.
- SWOT Analysis and Environmental Scanning.
- Communicating the Vision and Strategy.

## Unit 5:



## Performance Evaluation and Continuous Improvement:

- Key Performance Indicators KPIs and Metrics.
- Performance Appraisal and Feedback Processes.
- Continuous Improvement Strategies.
- Selecting Relevant KPIs for Your Organization.
- Implementing Kaizen and Lean Principles.